

The Lemon Grove REVIEW

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Serving Lemon Grove and nearby communities

Tuesday, February 13, 1996 25c



What Women Want ...

... and the Women Who Write About It

by Steven Saint

very well aware of it, if the cocky tilt of his upper lip and sparkle in those bewitching eyes meant anything.

— Sharon Ihle, *The Marrying Kind*

Romance is big business. More than 175 million romance titles leave American bookstores every year, not to mention sales in the U.K., Sweden, Italy, Germany, Spain, Argentina, Russia and France.

Miriam Raftery may be too short to reach her debut novel — the “Rs” at La Mesa’s Barnes & Noble happen to land on the top shelf of the romance section that lines the southern wall — but *Apollo’s Fault*, due out next month, has a good chance of reaching a buying audience.



Sharon Ihle

Apollo’s Fault is a history student’s journey through a temporal rift caused by the 1989 San Francisco earthquake. She finds herself in the same house in 1906, where the love of her life is due to perish in that year’s earthquake.

This new genre of “time-travel romances,” was launched by the phenomenal success of Diana Gabaldon’s *Outlander*.

“The heroines in these books are strong women who ultimately are in control of their own fates,” says Raftery, a La Mesa resident who pens the *San Diego Union-Tribune*’s “Small Change” column on remodeling. “The heroes, while typically handsome, strong and virile men, learn to love and respect the heroines for them-

selves, flaws and all. Isn’t finding a man like that a fantasy most women can relate to?”

He was built like a lumberjack — tall and broad chested, with corded muscles on his forearms visible below the rolled-up sleeves of the shirt he wore. It was, I realized belatedly, a nightshirt. I never would have believed a guy could look masculine in one of those, but somehow he managed it. I thought disjunctedly as my gaze fixed on the triangular thatch of dark hair visible beneath the unbuttoned top button of his neckline and the muscular legs bared below the hem of his nightshirt.

— Miriam Raftery, *Apollo’s Fault*

Humorist Bennett Cerf once described the difference between “romance” and “mainstream” fiction like this: in a “romance,” two people want each other in the first chapter but don’t get each other until the last chapter; in “mainstream,” two people get each other in the first chapter and from then on until the last chapter try to get away from each other.

Ihle and Raftery will be the first to tell you the hallmark of romance is the happy ending. The outcome is generally the same: the heroes will make it out alive and get what they want. What keeps people turning the pages is wondering how it will all happen.

Ihle’s Western historical romances are filled with offbeat characters and romance-defying plot twists. Last year’s *The Bride Wore Spurs* includes a character from a sanitarium. In *The Marrying Kind*, the couple in question must sacrifice everything to be together, tough choices not resolved until the closing chapter.

So-called mainstream fiction will have promiscuity, one-night stands, failure and lead characters dying.

“Romance readers know there’s going to be a happy ending,” says Raftery. “The best books are ones where you know it’s all supposed to work out, but they’re in such trouble, you don’t see how they’re going to do it.”

The modern romance novel can be set in any time or place with a broad array of characters, doing everything characters do in literary, mystery, Western or science fiction novels, guaranteeing the emotional satisfaction of a happy ending.

The sexual content of romance novels is as diverse as the books. Ihle says romances

are often divided into four categories: sweet, sensual, spicy and hot. She places her novels somewhere in between sensual and spicy. The characters may fade off to the boudoir, but without graphic detail.

“I’ve never closed the bedroom door,” says Ihle, who probably wouldn’t have want-



Miriam Raftery

ed her now-grown daughters to have read her books before age 16. “You’ll know something happened, but you won’t know how.”

Raftery hopes her 7-year-old daughter won’t get a hold of the final sex scene in *Apollo’s Fault* until she’s 18.

Spicy or hot, romances eschew casual sex and carry a lofty torch for commitment, marriage and family.

“These characters have gone through hell to find out that they can survive and keep their relationships intact,” says Ihle. “Romance is not easy. It takes work from both sides.”

Ihle and Raftery will team up for several local book signings this month. The pair will appear from noon to 2 p.m. Feb. 24 at Bookstar in the Trolley Center, 8501 Fletcher Parkway. They will also speak on the “Romantic Implications of Leap Year,” including the significance of scarlet petticoats, 7 - 9 p.m. Feb. 29 at Barnes & Noble, in Grossmont Center. Raftery will visit El Cajon from noon to 2 p.m. March 2 at Romance World, 929 E. Main St.

Sounds like a happy ending.

Sharon Ihle and Miriam Raftery are experts on romance in the ‘90s. Now, they don’t have doctorates in psychology or counseling licenses hanging on their walls, mind you. Their expertise does not lie in the fact that they’ve been happily married for years and their children have the same fathers — although this is no sorry accomplishment.

They just know what women want and believe there are men in this world who will deliver it.

They’ve written entire books on the subject, books that can be found in the romance section of most book stores.

The romance section is usually about 90 degrees and 10 paces away from the shelves marked “General Fiction” or “Literature.” While the covers may differ — romance novels bear the trademark Fabio-male losing his shirt over a willing female in a loose but well-filled bodice — the contents may be similar.

Ihle’s *The Marrying Kind*, due out this week from HarperMonogram, is about a woman newspaper editor in Wyoming in the late 1800s. Not too far afield from Judith Michael’s “Private Affairs,” shelved as general fiction/literature 10 feet away.

“Romances are about female empowerment,” says Ihle, a Grossmont High School graduate who’s churned out nine romance titles since 1991. “They will take the biggest, strongest, hardest-hearted male and teach him how to love. There’s nothing wrong with that.”

The stranger swaggered up to the counter, tipped his black Stetson, and said, “Good afternoon. I’d like a word with the editor of this paper. Is he in?”

At the sight of his handsome features — once she could see them up close — Libby couldn’t find her voice. He had ink-black brows and a pair of astonishing silver-blue eyes that twinkled with both mischief and mirth. This fella wasn’t just good-looking, but dazzling, a ladykiller and

B Words

Personal comments from Mayor Bob Burns

Personal agenda and public need

There will probably never be a time when the ultimate perfection is possible in our democratic system of government, but it should be continually strived for. I am talking about separating personal agenda and personality clashes from the focus on solving problems.

If a governing body, could all wear masks, or somehow work in a totally dark room where the issues were projected on a screen, being not only the center of attention, but the only one, it could work. If voices were distorted so that there was no identification, and only the message was transmitted, pure and simple, it would completely concentrate thinking on the subject alone. It seems to me that in so doing, the very proper and a solipsistic view of an issue would bring about the most perfect results.

Presently we have a different situation, and we are dealing with human beings and the vagaries of their individual natures. When something is proposed by a member or a group, the first thing that flashes through the minds of the remainder is "what is the personal gain that he or she seeks in this?" Next, if it is a good idea, the thought is "why didn't I think of that, and how can I glean some credit as well?" Or, it may be "I proposed that a long time ago, and it was rejected. Why now?"

Then there may be the "I don't like him or her, so anything proposed is no good." This, of course is a retaliatory blow for past purported injuries. One upmanship can become the primary intent in any discussion or decision making process. If this is the case, then the real meat of the issue is just seared with selfish interest instead of well-cooked. The overall effect of a decision, no matter how important or wide, is often almost totally lost in the petty jousting for power or prestige. It is a fact of life that politics in America today is largely conducted in this fashion, and in my opinion, it shows. Where an elected official feels that it is necessary to spend 1 1/2 years of a two-year term, to get re-elected, then the real work of a legislator gets the short end of the stick (term).

I must, here and now, say that I have been guilty of some of this. For anyone in public office to say otherwise, is a lie. And, where it has been encountered so far, in Lemon Grove, it has not created a serious miscarriage or a harmful decision overall. I freely admit that I have had to work with people that I didn't "like." The word "hate" gets bandied around often, but I do not think that many of us really do "hate." Maybe Adolph Hitler, or Charles Manson, but for the rest I would believe that "strongly dislike" would be a better application. Envy, or jealousy can also motivate antagonistic posturing or polite (?) aggression. The combative position, whether mild or severe, is always counter productive to sound decision making and predominantly positive impacts on those served by any governing body.

I write this to cleanse my own conscience and to admonish all of those who make decisions concerning this and future generations, as well as our friends and neighbors. Please, consider the issue first, last and always, without having it clouded by personal animosity, selfish interest or vindictive brandishing of a figurative saber. Take my word, as one who has been there, the people are perceptive and they will know. Dirty tricks and mud slinging are weapons that always backfire. The victim may be harmed but the backlash and splatter is usually worse.

The best legislators of all time were those who concentrated on the document and not the mirror.

PUBLIC NOTICES

NOTICE OF TRUSTEE'S SALE T.S. No. A207101 Unit Code A Loan No. 180738/Rah AP# 479-410-38-00 T.D. Service Company, as duly appointed Trustee under the following described deed of trust WILL, SELL AT PUBLIC AUCTION TO THE HIGHEST BIDDER FOR CASH (in the form which are lawful tender in the United States) and/or the cashier's, certified or other checks specified in Civil Code Section 2924h (payable in full at the time of sale to T.D. Service Company) all right, title and interest conveyed to and now held by it under said Deed of Trust in the property hereinafter described. TRUSTOR: Norbert O. Rah, Kathryn J. Rah BENEFICIARY: Western Federal Savings and Loan Association Recorded August 1, 1991 as Instr. No. 1591-0361210 In Book page of Official records in the office of the Recorder of San Diego County, said deed of trust describes the following property: That portion of Lot 45 of Subdivision no. 3 of Lot 12 of Rancho Mission of San Diego, in the county of San Diego, State of California, according to Licensed Surveyor Map no. 5, filed in the Office of the County Recorder, March 23, 1892, described as follows: Beginning at a point on the South line of said Lot 45, distant thereon 229.50 feet easterly from the southwest corner of said Lot; Said point being the southwest corner of Parcel 2 of the land described in deed to George J. Peters, et al, recorded April 5, 1947 in book 2380, page 59 of Official Records, thence easterly along said south line 70 feet, thence northerly parallel with the west line of said Lot, 160 feet, thence westerly parallel with the south line of said Lot 70 feet to the west line of said Peter's land, thence southerly along said west line 160 feet to the point of beginning. YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 7/22/91. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. 6938-40 Mount Vernon Street, Lemon

Grove, CA 91945 "If a street address or common designation of property is shown above, no warranty is given as to its completeness or correctness." The beneficiary under said Deed of Trust, by reason of a breach or default in the obligations secured thereby, heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and written notice of default and of election to cause the undersigned to sell said property to satisfy said obligations, and thereupon the undersigned caused said notice of default and of election to be Recorded June 29, 1994 as Instr. No. 94 0412137 In Book Page of Official Records in the office of the recorder of San Diego County. Said sale of property will be made in "as is" condition without covenant or warranty, express or implied, regarding title, possession, or encumbrances, to pay the remaining principal sum of the note(s) secured by said deed of Trust, with interest as in said note provided, advances, if any, under the terms of said Deed of Trust, fees, charges and expenses of the Trustee and of the trustee created by said Deed of Trust. Said sale will be held on February 27, 1996, At 10:30 a.m. At the entrance to the City of Oceanside, Nevada St. Annex located at 321 Nevada St., NV at Fourth) Oceanside, CA At the time of the initial publication of this notice, the total amount of the unpaid balance of the obligation secured by the above described deed of trust and estimated costs, expenses, and advances is \$163,762.62. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. Date: 1/31/96 T.D. Service Company as said Trustee, By Frances DePalma, Assistant Secretary 1750 E. Fourth St., Ste 700 Santa Ana, Ca 92705 (714) 643-8372 We are assisting the Beneficiary to collect a debt and any information we obtain will be used for that purpose whether received orally or in writing. If available, the expected opening bid may be obtained by calling the following telephone numbers on the day before the sale (714) 980-5660 TAC: 423565c PUB 2-6, 2-13, 2-20

WEATHER

The following information was provided by the Lemon Grove Fire Department.

| | | High | Low |
|----------|----|------|-----|
| February | 4 | 75 | 48 |
| February | 5 | 76 | 52 |
| February | 6 | 72 | 56 |
| February | 7 | 85 | 51 |
| February | 8 | 83 | 51 |
| February | 9 | 65 | 53 |
| February | 10 | 64 | 55 |

AARP to hold driving classes

The American Association of Retired Persons will sponsor 55/ALIVE mature driving classes from 12:30 - 4:30 p.m. daily through Feb. 20 at the Lemon Grove Senior Center, 8235 Mount Vernon St. To register please call 463-8851.

Class is open to persons 50 years and older. Seniors 55 and older will receive a discount on their automobile insurance for 3 years. All participants will receive a DMV certificate.

Class is taught by trained volunteers. There is an \$8 fee for certificate and materials.

The Lemon Grove Review

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• (619) 469-0101

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Paul Treske, Betty Jo Tucker

Submissions

Editorial and photo submissions are welcome, but will not be returned to sender unless accompanied by self-addressed, stamped envelope. The editor reserves the right to edit all submissions.

Advertising

All advertising is subject to current rate card. The publisher reserves the right to reject an advertiser's order. Only publication of an advertisement shall constitute final acceptance.



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College Notes

Community colleges discuss arming police

The first reading by the Governing Board of a controversial plan to arm the public safety officers in the Grossmont-Cuyamaca Community College District proceeded in front of a packed room at the Feb. 6 meeting.

Although mentioned briefly at the Jan. 22 meeting, the plan to train campus police to carry handguns on both the Grossmont and Cuyamaca campuses has been discussed unofficially for over a year. Proponents of the plan said having armed police would allow an instant response if an incident occurred, giving the officers a head start that they presently don't have. Currently, armed police officers must be called in by the campus officers who patrol it regularly.

Tom Oertel, an instructor at Grossmont, opposed the plan, telling the board "that you can't take back a bullet." He said the idea is overkill and wonders what sort of message armed police would send into the surrounding community. He proposed more canine units. Retired high school teacher Bob Conger emphatically stated that the college is not a high-crime area and mentioned the cost increase in keeping armed officers on campus. Paul Baronian, a student, wanted no guns and had witnessed a shooting off-campus.

Lisa DeJesus, a student government member, did support armed officers, while Thomas Bekono, president of Grossmont College's Black Student Union, was against it on the grounds that the students are ill-informed.

The student representatives to the board, David Parsons and Damien Olmeda, reported on polls taken at their respective colleges. Parsons said that 33 percent of the Cuyamaca students polled were favored arming police, with 25 percent against. Olmeda said Grossmont students favor the plan, but didn't give figures. Public Safety Manager Joel Javines was questioned thoroughly by board member Rick Alexander, who was hesitant about having officers certified under Peace Officers Standards & Training (POST). Javines assured Alexander that guns would be used as a last resort only, and that the campuses would become safe again through POST-certification.

The proposal will be discussed again at the board's Feb. 20 meeting.

Cuyamaca debaters take second

Cuyamaca College forensics team members Edd Seebach and Michael Newbold won second place in parliamentary debate Sunset Cliffs Classic Invitational, held Feb. 1 - 3 at Point Loma Nazarene College. This was the first time a Cuyamaca speech team won at the Point Loma event.

The team, led by Cuyamaca instructor Nancy Jennings, consists of Newbold (parliamentary debate, oral interpretation), Seebach (parliamentary debate, oral interpretation, impromptu), Brandon Alexandros (oral interpretation, speech to entertain), Jake Christie (parliamentary debate, impromptu, extemporaneous) and James Rister (impromptu, parliamentary debate, oral interpretation). The Cuyamaca team was one of the smallest of those that attended, the average team size being between 7 - 10 people.

Letter to the Editor

In defense of Hillary Clinton

As a professor of criminology, I am well aware of the elements of a crime. First, a criminal act must occur. There must be criminal intent, and both the act and intent must occur concurrently. Throughout the recent campaign of accusations and innuendo against Hillary Clinton, I have yet to hear any allegations that she has committed any crime, or that she intended to do so. Yet the effect of this campaign of character assassination has been to convince the public that Hillary is, indeed, a criminal.

Why have Alfonse D'Amato and company chosen to step up the campaign against the First Lady? The problem for the Republican party now is that a Democratic president has been successful in reviving an economy which has suffered recession after recession under years of Republican presidents. Unemployment is down and the stock market is up. President Clinton has succeeded in furthering the cause of peace in the Mid-East, in Haiti, in Ireland and now it appears he may even succeed in Bosnia. And recently, despite day-in-and-day-out venomous Clinton hate-mongering on right wing talk radio, public opinion polls show the president's approval ratings rising.

So what to do, what to do? The only option — Go after Hillary!

And it works, because it subliminally appeals to the women-hating, semi-educated, angry white males who listen to Rush Limbaugh, in particular, and right wing radio in general. It works because Hillary has become a symbol of everything they hate — a woman with a mind and a willingness to use it (or, as Rush puts it, a "feminazi").

Yes, you guessed it. I'm a Democrat and proud of it. Go Hillary!

ROBERT W. WINSLOW, Ph.D.
Jamul

Reach 30,000 readers with
the Classifieds.
See coupon on Page 4.

Lakeside School Board votes to break ranks with Grossmont School District

by Joe Naiman

Rumblings about breaking the Grossmont Union High School District up into smaller, "unified" K-12 districts finally broke ground Thursday as the Lakeside Union School District Board of Trustees supported unanimously a petition for a unified school district and to petition the County Office of Education for reorganization.

The reorganization, which would move El Capitan High School from the Grossmont Union High School District (GUHSD) into what would be the Lakeside Unified School District, was supported in a study presented to the board at the Feb. 8 meeting.

The petition for reorganization approved by the Lakeside board cited:

- responsiveness to the needs of the local student population from kindergarten through 12th grade,
- coordinated and sequential programs for the children from preschool through 12th grade,
- increased collaboration and coordination between elementary and secondary school staff and the community,
- more efficient and effective use of local educational resources,
- expectations and accountability to a single school board and a single administration representing the Lakeside community, in general, and local community interests in particular.

Dr. Joel Kirschenstein, the district consultant for reorganization, noted that an independent study conducted by Sage Institute, Inc., of Agoura Hills found that the reorganization would substantially meet all nine of the state's criteria which include adequacy of the number of pupils enrolled, substantial community identity, division of property, maintaining racial and ethnic diversity, continuity of educational programs and cost impacts.

The Lakeside Union School District board's approval sends the process to the GUHSD. If the Grossmont district does not approve the reorganization, the Lakeside district could also send the issue to the county Office of Education through a citizen petition process. The petition would be reviewed by the county Committee on School District Organization and then by the state Board of Education, and would culminate in a vote of the electorate of the proposed unified district.

While all five of the Lakeside trustees supported reorganization, two students in the El Capitan agriculture program expressed concern about the future of that program if it was under the jurisdiction of the smaller district rather than the GUHSD. The concerns included whether the GUHSD would reclaim the equipment and whether the agriculture program would be subject to budget cuts in a smaller district.

Kirschenstein and the board noted that the division of property procedure would most likely keep the equipment at El Capitan. The board and the reorganization steering committee members stated that closer control would be more likely to protect the valued program from being cut. Kirschenstein noted that budget cuts would come from the state and would be passed on to the district, and the Grossmont district and the Lakeside district would be affected equally.

"Whether it's a high school district or a unified district, the same issue would arise," he noted. "You'd just be closer to home to deal with it."

Steering committee member Michael Mendoza said he's concerned that programs can be wiped out by people unknown to the community. In a unified district, decisions would be made by a board of five Lakeside residents

rather than a board without any Lakeside residents.

"We don't have to trust people who don't even come to Lakeside," he said.

Kirschenstein requested that the board provide phone numbers of students so that a future meeting with the students could be arranged to discuss such issues. After stipulating that student permission would be needed to provide phone numbers, the board agreed to such a meeting.

The board members themselves promised to protect the agriculture program and noted that future board members would be elected by the community and would also protect such a central interest to the community.

"I would not be in favor of unification if I did not think it would make it (the agriculture program) a better program," remarked Harold Hilliker, an egg rancher as well as school board member.

The steering committee members and board members were pleased with the result of the unification agenda item.

"I think this is one of the most exciting things in Lakeside since we moved here in 1959," stated Mendoza.

Lakeside Superintendent Dr. Jacqueline Spacek said the board is supporting what the community wants. Steering committee member John Whitmore encouraged everyone to continue working with the process.

"I would also encourage all of you to seek the answers people are going to be talking about," Whitmore said. "I think it is a very important process, and I do think eventually it will bring a very needed control to our community and put our community in charge of our education system."

The board unanimously approved a "Community Information Night" concerning reorganization to be held at 6:30 p.m. Feb. 20 at Tierra del Sol Middle School, 9611 Petite Ln.

Heart attacks affect more than middle-aged

Most people think that cardiovascular disease affects mostly middle-aged, middle-class, white men with stressful jobs. Alarming statistics indicate there are certain communities at greater risk of developing heart disease—America's number one killer.

February is American Heart Month, and San Diegans should learn more about cardiovascular disease and stroke.

"While there are numerous ways to combat the risk of heart disease, people need to realize that race can be a major factor in the number of Americans who suffer from heart disease or heart attacks each year," said Joseph Aiello, D.O., a family practice physician with Encompass Primary Care Physicians in East County, an affiliate of UCSD Healthcare Network. Here are some frightening statistics:

In African-American communities throughout the United States, cardiovascular disease accounts for 32.9 percent of all deaths in African-American males

and 42.7 percent in African-American females. The death rate from heart attacks for African-American women, ages 35-74, is about two times that of Caucasian females and three times that of women of other races.

In the Hispanic communities throughout the United States, cardiovascular disease is the leading cause of death, accounting for 27.8 percent of all deaths among Hispanic men and 36.9 percent of all deaths in Hispanic women.

While cardiovascular disease encompasses many problems, heart attacks are the most serious. And, time is the most critical factor when someone is suffering a heart attack.

Dr. Aiello continued, "Two-thirds of all heart-attack deaths occur before the patient can get to the doctor or hospital."

Most heart attack victims wait sometimes two to three hours from the onset of symptoms to get help. Even if the symptoms seem mild, it's important to get medical attention immediately. Dr. Aiello

advised, since only a doctor can make an accurate diagnosis.

The symptoms of a heart attack include:

- Heavy pressure or severe pain, or a full or squeezing sensation in the center of the chest.
- Pain that doesn't let up in the shoulders, neck, jaw, one or both arms or down the back.
- Dizziness, sweating, shortness of breath, fainting, nausea, fever or loss of bladder or bowel control.

However, not all heart attacks give such clear warning signals, according to Dr. Aiello. "As many as a quarter of all heart attacks occur with no symptoms and millions of people have 'silent' heart disease," he said.

"Family history should also be taken into account when it comes to matters of the heart," he said, "especially for males and those who smoke."

Contrary to popular belief, women are in a high-risk category for cardiovascular disease, which is the leading cause of death and disability in American women.

Forum Club to celebrate Chinese New Year



If you were born in the Year of the Rat (1924, 1936, 1948, 1960, 1972, 1984), the Chinese say you are charming, imaginative, generous to those you love and attractive to the opposite sex. You are also sensitive, honest and ambitious, with the gift of insight and clairvoyance.

If you were *not* born in the Year of the Rat, you probably want to have dinner with someone who was!

Your chance will come Saturday as the Forum Club celebrates Chinese New Year (which actually begins Feb. 19) at the Royal Szechuan Restaurant in Santee.

All writers and readers of Forum Publications newspapers are automatically members of the Forum Club. What better way to build community spirit than for people who care to get together?

Publisher Steven Saint has reserved a big table at the Royal Szechuan. A multi-course gourmet dinner will be served beginning at 7 p.m. at a special discount price. Guides will be on hand to explain the ins and outs of Chinese culture, symbols and food.

To reserve your seat, send \$8 per person to Box 127, Lemon Grove, CA 91945. In addition, phone in your RSVP to 469-0101.



BBB urges caution regarding so-called 'discount' coupon books

Buying a discount coupon book may cost you more money than you will save, advises the Better Business Bureau (BBB) serving San Diego County.

These coupon books, as advertised by professional marketing companies, theoretically can save you hundreds of dollars over the course of a year.

They generally contain two-for-one coupons or 50-percent-off coupons for various retail establishments, including restaurants and fast food chains, along with sporting events, hotels and airlines. The books are often distributed by schools or other non-profit groups hoping to receive a portion of the sales revenue.

"Everybody loves a bargain, but it may not be a wise investment for you to pay money to save money," said Gerry Wilson, local BBB president. "The value of the coupon books as true money-savers depends on how you use them."

When thinking about purchasing a discount coupon book, the local BBB recommends asking yourself the following questions:

- Calculate the actual cost of the book, including shipping and handling fees, and determine how many coupons you would have to use to recoup the cost.
- Consider your own buying habits and lifestyle. Does the book offer products and services you plan to buy anyway or are interested in buying? Or will it persuade you to spend money on an item you would not typically purchase?
- Consider the type of discounts offered. If the coupon books contains mostly two-for-

one savings, take account of whether you would actually need or want two products or meals.

- Use coupons at your earliest possible convenience. Participating merchants may go out of business before the coupon expires. Others may choose to withdraw from the program.

- Read the fine print. Some coupons may restrict the days or hours when they may be used or the locations where they are accepted.

- Exchange coupons with friends or other families. Their discards may add to your savings.

If you are unsure about the coupon book promoter, phone the BBB and investigate before you invest, advises Wilson.

For inquiry and complaint services, phone the 24-hour Consumer Helpline at 496-2131.

Before making a purchase, all consumers are encouraged to contact the BBB to obtain free, specific information about a company, along with a list from BBB files of local member companies in a particular type of business.

Consumers with a complaint against a company in San Diego County are also encouraged to file a report with the BBB, which will forward a copy of the complaint to the company in an effort to resolve it.

Consumer inquiries to the BBB represent approximately \$1.5 billion in local buying decisions each year. The BBB, with more than 2,100 local member businesses, promotes fair and ethical business standards that protect the marketplace to the benefit of the consumer and business person.

Send us your church, club or organizational news today!

Box 127, Lemon Grove, CA 91946

Business & Service Directory

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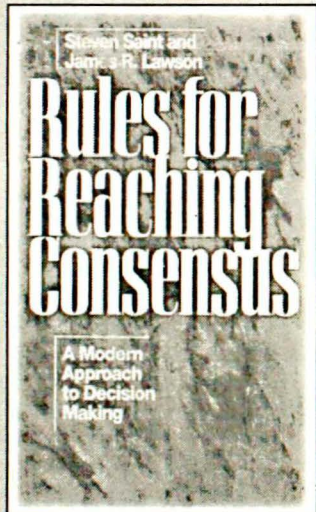
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